



Take Action on Radon

2019 Radon Awareness Campaign

Welcome

Thank you for joining us today, we will start shortly....
Take a minute to chat in your name, location and organization.



Canadian
Cancer
Society

Société
canadienne
du cancer



CAREX
CANADA





Radon Action Month launch in Ottawa:

- Presented Lifetime Achievement Award to Marianne Wilkinson
- Announced Mike and Lisa Holmes video
- Presented Radon Reduction Sweepstakes cheque to Dave Dobson, Kanata





Plan to be Here:

Testing for radon, prevents future lung cancer.

Due to the latency time between exposure and illness, Canadians need to test now, to protect themselves in the future.

Radio campaign in select cities
partnered with a national online
campaign.

TAKE ACTION ON RADON

OCCUPE TOI DU RADON



Edmonton, AB



Thunder Bay, ON



Moncton, NB

PlanToBeHere



Miramichi, NB



Ottawa, ON



Regina, SK



Calgary, AB

		Mitigation Costs		
Stats	#of entries	Highest Cost	Lowest Cost	Average Cost
<i>Alberta/Northwest Territories</i>	13	\$ 4,777.50	\$ 1,609.50	\$ 2,658.39
<i>British Columbia/Yukon</i>	30	\$ 8,319.15	\$ 1,113.00	\$ 2,956.43
<i>Saskatchewan/Manitoba</i>	100	\$ 6,171.60	\$ 777.00	\$ 3,035.41
<i>Ontario</i>	10	\$ 3,712.05	\$ 1,186.50	\$ 2,310.64
<i>Maritimes/Nunavut</i>	15	\$ 3,892.75	\$ 1,200.00	\$ 2,530.17
Total Entries	168			

RADON IS THE LEADING CAUSE OF LUNG CANCER IN NON-SMOKERS

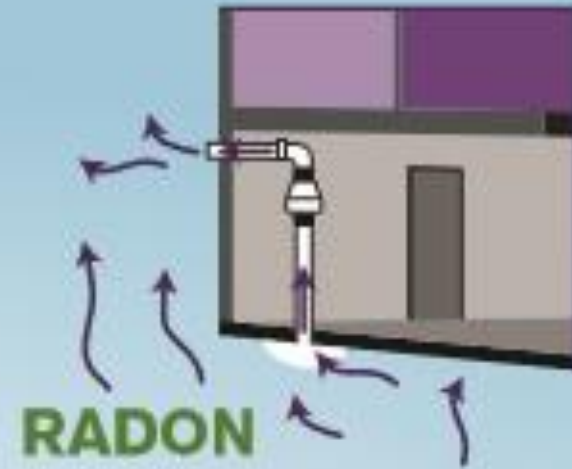
PROTECTING YOUR HEALTH IS AS EASY AS...



1. Test



2. Assess



3. Take Action



2018-2019 Communities

Moncton, NB

Salmon Arm, BC

Winnipeg, MB

Spruce Grove, AB

Golden, BC

Souris, MB

Port Colbourne, ON

Baden, ON

Wabana, NL

Focused on meeting as Provincial Groups

- meetings to engage various stakeholders
- gather ideas of useful resources
- provide opportunities to share partners initiatives



Looking Forward to 2019



Canadian
Cancer
Society

Société
canadienne
du cancer



CAREX
CANADA





MLA/MPP Engagement



PlanToBeHere

Notes from today's meeting:

Take Action on Radon will be working to reach out to our provincial politicians and ask them to wear a pin (or sticker) in the house and provide a 2 min statement on radon.

Action Item:

If you have a relationship with a local MLA/MPP that you feel would make a good contact, please let us know and we will co-ordinate with you.





Social Media Ideas:

#today4tomorrow



PlanToBeHere

Notes from today's meeting:

This year's theme will build on last year's but add a little more concrete actions. "Today 4 Tomorrow" will remind people that they take actions every day to look after their future and will use those actions to connect to testing for radon. We will start using this campaign concept through the summer to test ideas in time for our November paid campaign.

Action Item:

Let us know if you have any thoughts to help make it better.



Français

[About Us](#) [Join](#) [Events](#) [E-Newsletter](#) [News](#) [Contact](#)



TEST

PROTECT

LEARN

Radon is an invisible Radioactive Gas that causes lung cancer

Every region in Canada has homes with elevated radon; make sure yours isn't one of them. Radon is the #1 cause of lung cancer in non-smokers. Reducing radon in your home is straightforward.

With support from
Health Canada



Learn About Radon

Notes from meeting:

The public facing part of the site includes the sections on Test Protect Learn. The Stakeholder resources are under the Join tab.

Action Item:

Let us know what resources you would like us to add to the website or changes you think should be made for next year.



Protect your health **and win!**

TAKE ACTION ON RADON

BREATHE the lung association

TEST **REDUCE** **WIN**

Win a rebate of up to **\$1000** towards the cost of reducing the high radon level in your home.

SEE LINK FOR DETAILS

Notes from meeting:

Radon Reduction Sweepstakes is open from Jan 1, 2018 until June 30, 2019.
 Entries due July 15, 2019.

PlanToBeHere

Action Item:

Share the information with your contacts and help them get a chance to win.

Region	Number of Entries	Highest Level Pre-Mitigation	Average Level Pre-Mitigation	Average Level Post-Mitigation
<i>Alberta/Northwest Territories</i>	123	2281	373	26
<i>British Columbia/Yukon</i>	7	800	458	37
<i>Manitoba/Saskatchewan</i>	43	3400	785	56
<i>Ontario</i>	12	1500	329	19
<i>Quebec</i>	2	329	329	37
<i>Maritimes/Nunavut</i>	16	1143	451	30
Total Entries	203			

Online Entries to date:



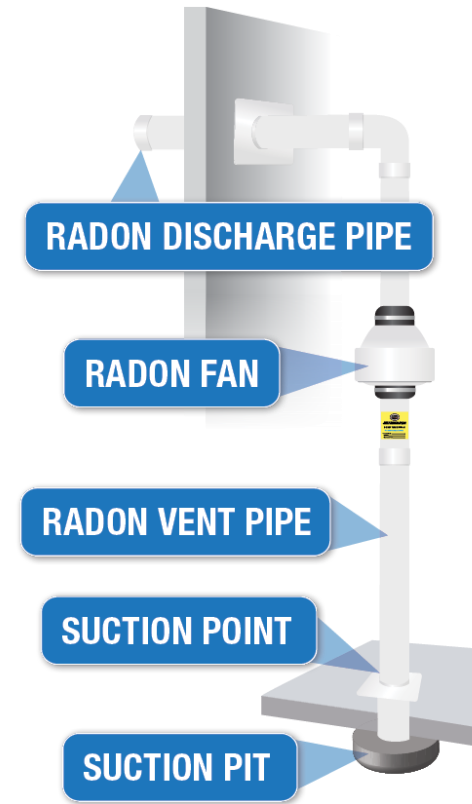


10 – 15 New Communities

Starting November 2019



Mitigation Grants:
3-4 Communities from last year's 100
Radon Test Kit Challenge Communities



Window Clings:



DD / MM / YYYY

www.takeactiononradon.ca

Notes from the meeting:

We will be providing window clings to people who have tested their home. Let us know if you would like to have some window clings to provide to people who are testing. We will be providing them to 100 Radon Test Kits participants and also Radon Reduction Sweepstakes entries.

Action Item:

Let us know if you want some.

RADON IS THE LEADING CAUSE OF LUNG CANCER IN NON-SMOKERS

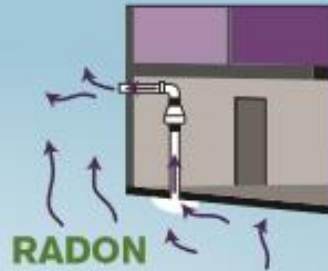
PROTECTING YOUR HEALTH IS AS EASY AS...



1. Test



2. Assess



3. Take Action

RADON IS THE LEADING CAUSE OF LUNG CANCER IN NON-SMOKERS

Test your home for radon and reduce your risk.



Testing is easy. Purchase a test at: takeactiononradon.ca/test/radon-test-kits/



Place a test in your house for 91 days.



After 91 days, return the test to the lab and get your results.

TAKE
ACTION
ON RADON
www.takeactiononradon.ca

f /TAKEACTIONONRADON
t @ACTIONONRADON
#RADONACTIONMONTH

Notes from the meeting:

We have added an additional resource of the bookmark this year.

Action Item:

Let us know if you want us to ship you these in time for November.

Upcoming Schedule of Events:

September Webinar – Preparing for Media

September 19-24- September Provincial Meetings

Beginning October – connecting with MLA/MPPs to prepare for November Action Month

October Webinar – connecting with Libraries and Lessons learned from Loan Programs

October 21 – National Radon Stakeholder Meeting

TAKE
ACTION
ON **RADON**

OCCUPE
TOI
DU **RADON**



Saskatchewan/Manitoba Lung Association
2019 Radon Awareness Campaign

A large poster for the radon awareness campaign. At the top, it features the 'TAKE ACTION ON RADON' logo on the left, a central shield-shaped logo with 'TACKLE RADON' and a football with a radiation symbol, and 'BREATHE the lung association' on the right. The main text reads 'KNOW YOUR NUMBER. WE WANT YOUR COMPANY TO JOIN OUR TEAM!' in large white letters. Below the text is a photo of Adam Bighill, a professional football player, pointing directly at the viewer while holding a football. At the bottom left, a white box contains the text: 'Adam Bighill, #4 Current Winnipeg Professional Football Player'.

PlanToBeHere



RADON
WORKPLACE
CHALLENGE



High radon levels can be found
in any building (home or workplace).

1. Sign the pledge to participate.
2. Use the toolkit to share information on radon in your workplace.
3. Take action by testing for radon.

radonworkplacechallenge.ca



scout
ENVIRONMENTAL



Action Items from today's meeting:

What resources do you need for this coming November?

Would you like us to ship you postcards, bookmarks, window clings? How many?

What changes would you like to see to our website?

What changes would you like to see to this year's campaign?

What can we do to help you with your radon awareness initiatives?

Email us and let us know: info@takeactiononradon.ca

Discussion from today's meeting:

PEI News article about Library Loan program: <https://www.cbc.ca/news/canada/prince-edward-island/pei-radon-micro-loan-1.5154342>



Canadian
Cancer
Society

Société
canadienne
du cancer





Thank you for joining us today.

www.takeactiononradon.ca

info@takeactiononradon.ca

#Plantobehere

@actiononradon



Canadian
Cancer
Society

Société
canadienne
du cancer



CAREX
CANADA

